# The 7 Business Secrets of the Masters:

By Brian Morgan

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## Foreword

In 2012, we published a book called *The Richest Man in Persia,* by Brian Morgan*,* which has been called a 21st century blueprint for a better life - a blueprint for abundance and personal success with peace of mind.

The book covers much ground, and this free eBook, *The 7 Business Secrets of the Masters*, is the acclaimed section of *The Richest Man in Persia* that relates to business. It condenses the very best of business principles that lead to achievement and success. In fact, success is unlikely without them.

*The Richest Man in Persia* is a long-awaited sequel to the all-time best-seller, *The Richest Man in Babylon*, which has been called the greatest ever book on the subject of wealth creation. However, with the benefit of many years of hindsight, Brian Morgan has been able to go way beyond the confines of the earlier masterpiece.

The book's formula for success is simple, but powerful: The Richest Man in Persia's **11 Codes of Riches** plus **Integrity** equals **Abundance** plus **Personal Success** plus **Peace of Mind**.

The author has long been considered a strong voice for integrity in business and in life, and integrity is therefore an essential ingredient for the book's success - and yours.

**Rags to Riches**

*The Richest Man in Persia* is a book in two parts. The first part, the Testimony of Tragoas, is a rags to riches story beautifully told. It tells the story of Tragoas, the Richest Man in Persia, and how he rose from shame and poverty to become very rich (in more ways than one).

He is betrayed by some of his workers and falls, but rises again, using the 11 Codes of Riches, to become even richer and a trusted advisor to the king of Persia. Many business principles that have stood the test of time are revealed here - principles that are essential for business success today.

The second part of the book is devoted to detailed explanations of the 11 Codes of Riches. The codes are dictated by Tragoas to scribes in haste, as Alexander the Great marches on his city with 60,000 men. Tragoas desperately wants future generations to know the wealth secrets that create abundance and make the world a better place.

**Wisdom worth more than gold**

Here is wisdom that is worth more than gold. Tragoas himself used these principles to rise to massive wealth, then used them again when he was betrayed and his world fell apart.

In fact, of course, these are the principles that drive success and wealth creation today. They have simply been repackaged into an entertaining and thought-provoking book by a master story-teller.

If you are looking for wealth and personal success with peace of mind, then you can't go past *The Richest Man in Persia*.

If you are already in business or thinking of establishing your own business or want to work for yourself, *The 7 Business Secrets of the Masters* will give you all the advice you'll need, and in a condensed form for easy, fast reading. This free eBook is Code 10 of the Codes of Riches.

Here are the words of Tragoas, the Richest Man in Persia. They could change your life. Profit from the wisdom and enjoy the abundance.

***The Writers Trust***.

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## The Seven Business Secrets of the Masters

I, Tragoas, have given my testimony so that all may know my favored way to create wealth - building businesses that can be replicated. In following my chosen path, I have been guided by the business secrets of the masters of earlier times. For the benefit of future generations, I reveal those secrets in this Code.

The secrets of the masters number seven:

*1. Find a need, and fill it. This is the primary and most necessary secret.*

*2. Develop your ideals. Love what you do, follow your destiny, seek out your purpose.*

*3. Create a vision for the future and always work towards it.*

*4. Find your own niche in a crowded marketplace.*

*5. Add value to everything you do. Everything.*

*6. In the marketplace, offer your UVP – your Unique Value Promise.*

*7. Make your business replicable, then replicate.*

There are many reasons traders fail. Some become selfish and greedy and think only of money. Some damage the world through grasping its bounty and have no regard for others. Some think only of what they can grasp now, and think nothing of the future and of those
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who will come after them. Some ignore the needs of people around them and think only of their own. Such ways of thinking can only lead to ruin.

Messengers inform me that Alexander is almost at our gates. I shall be brief, but I must pass on what my father taught me of the seven secrets that will surely lead to success.

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**The first secret of the masters is to find a need and fill it.**

Do not ignore this because it is so simple. It's a secret only because so few really think about it and few look for the need first. How do you find a need?

First, look to your own life. What do you need? What would make the various aspects of your life better, easier, more enjoyable, less stressful? Think deeply and look at everything about you. Observe. Use your imagination.

Next, ask people. Ask your family, your friends, your neighbors, people in the marketplace. Is that not simplicity itself? If you want to know what people need, ask them.

And, if you are already in business, be sure to ask the people who chose not to buy from you. Find out why they did not buy.

Most traders in the marketplace find the things they wish to sell, then look for people to buy them. This is how I, Tragoas, started. However, experience has shown me that the very opposite is the most successful method. Find buyers who are in need, and fill that need.

Go even further. Look for people who are desperate for something, as old men in the marketplace are addicted to their opium pipes. Look for the people who really want something and will buy it at every opportunity. They make the best customers. They buy quickly and more often. And they talk to other similar people.

**Find that special benefit**

Find what it is that you can give your buyers that they will not get from a competitor. Find that special benefit you alone can offer and tell the world of it.

Make strong promises to your customers and be sure to keep them. If you are uncertain, it’s better to promise less, and give more.

But I say, and the ancients discovered long before me, that there is something even more important than filling people’s *everyday needs*. There are certain *higher needs* within the human soul that perhaps may never be expressed. The need for recognition, the need for self-confidence and self-esteem, the need for dignity, the need for love. These are just some of the higher needs of human existence.

If you can fill everyday needs, while also filling these higher human needs - needs we all feel within ourselves - then you will serve a higher purpose and be recognized for it. Then you will truly soar on the wings of an eagle, and your reputation will soar with you.

My masters reminded me that, in order for me to get money as part of my plan to become wealthy, somebody else had to give it to me. And people would only give me money if they got what they wanted in return.
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Simple? Too simple? Perhaps, but not understanding this basic principle explains why many people don't make the money they want. They don't understand that people will only reward them if they can meet people's needs and desires, or relieve them of worries or fears.

The rich, let it be understood, spend a great deal of time and energy finding out what people need. And they continue to do this throughout their lives. They do not stop at the first blush of success.

All in the human family have basic needs, like food, clothing and shelter. If these basic needs *are not met*, nothing else matters. Desperation is the most powerful of motivators. But, if the basic needs *are satisfied*, people will seek to satisfy other needs.

If basic needs are met, people will turn to you if you can fill other, higher needs better than anyone else. Can you save people money or time or effort? Can you offer security, safety or comfort? Can you provide status or self-respect? In what ways can you add value to people's lives? How can you make them happier?

Find better ways to satisfy needs and these methods will become the building blocks of your success.

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**The second secret of the masters is to develop your ideals, to love what you do, to follow your destiny, to seek out your purpose.**

This is your life.

There are many ways to become rich, but only a limited number come from your special interests, your skills, your values.

It is true that I, Tragoas, chose many paths to riches, not only because I sought many streams of income, but because that is the kind of man I am. My interests are many. But the ancients knew that choosing business ideas that suited their own personalities created a surer path to success.

If you follow your dreams, you will find your path to success, your path to wealth. And if your dreams are based on the virtues and values you hold dear, even secretly in your heart, then you will find your unique way to serve mankind and please the Great God.

**The gift of choice**

Use the great gift you have been given, *the gift of choice*. Choose well, choose wisely. Think of what you love and you will surely love what you choose to do, and your destiny will be fulfilled. No talent should ever be neglected.

Discovering your destiny will not always be quick or easy, but, when you do, you will have discovered who you were meant to be, how you were meant to benefit mankind. You will have discovered *your purpose for living*.

You will know when you have found it. You will sense it. It will feel right. You will feel you were born to do this.

Why were you born into this world? Do you ever have the feeling that you were meant to do something important with your life? Something big? Is there something missing? Could it be
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that you feel you should be seeking a future that will give you happiness and peace and prosperity, but one that will *truly make a difference*?

If you are thinking this way, the Codes will help you achieve what you want. But first you must be still. Let silence allow your voice within to be heard. You were taught to listen to others, but I say first listen to your own heart. There you will find your destiny.

When you are receptive in heart and mind, and only then, ideas, solutions and opportunities will flow to you.

**Your higher purpose**

The ancients have found that, to be truly successful, you must have a higher purpose when you go into business than accumulating coins. They have found that, when you have a higher purpose, magic happens and unexpected forces gather behind you to support your efforts.

I, Tragoas, have seen this happen.

Money is essential in business, but it must not be your primary objective.

Great ships seek deep water. The greatest of men think deeply to find their destiny. If you can discover yours, and live it, then shall you be fulfilled in life, and only then.

If you are still unable to discover your destiny, consider this: imagine you are at your own funeral and your best friend is rising to speak of you. What would you like that friend to say? This will tell you what you truly wish your life to become.

The ancients believed we were all born for a higher purpose. May you find yours.

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**The third secret of the masters is to create a vision for the future and always work towards it.**

If you can see what will be before it becomes so, if you can imagine what your business and your life will be like in years to come, you will also be able to plan the journey to take you there.

Sit in a quiet place and assume five or 10 years have passed. What would you like to be doing? What kind of life can you imagine? What wondrous things will your business be doing? How will you be helping people? How far will you have progressed towards your destiny?

Think of where you would like to be five, 10, 20 years from now. What would you like to have achieved at the end of your working life?

The better you can hold these visions, the closer you will be to achieving them.

And the more you bring these visions to mind throughout your life, the easier it will be to overcome the negative thoughts that can ruin plans and ruin lives.

Try to foresee the obstacles you will face, but do not think of them as problems. Think of them as opportunities, for a problem solved is an opportunity gained. Do not dwell on the obstacles you foresee, dwell on the opportunities they present. In this way you will wipe out fear and doubt and replace them with self-esteem and passion for what might be.

Without a vision for the future there is no future.
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The world has always needed its dreamers. Nothing would ever happen without them. Dream. See your vision. Make your plans. Do it.

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**The fourth secret of the masters it to find your own niche in a crowded marketplace.**

In all streams of your business, look for the niche that will set you apart from all others. Finding your own niche, according to your own values, will help you select the right goods or services for a specific group of people you can identify as needing your service. Your own niche will help you reach such people quickly and cheaply.

It will also allow you to bypass competition and to achieve higher profits.

If you simply join the competition in your chosen business, as most do, you become a small fish in a big sea. You may be swallowed by the sharks. If you develop a niche, you are the only fish in *your own private bay*. You are protected, as long as you always seek to maintain your advantage over would-be competitors by continually increasing the value you offer.

Think of it this way: did not the kings first build a wall, and then a palace within? By seeking a niche, you build a high wall around the humble, but rich palace of your business.

A niche makes your merchandise or service easier to sell because you can concentrate on meeting the specific needs of specific buyers. Those buyers will come back to you again and again. And they will tell others of you and your fame will grow.

Is not a good word from your buyers a most valuable asset? The Chinese have a proverb: "Make happy those who are near, and those who are far will come."

*How do you find such a niche?*

Go back to the first secret of the masters, find a need and fill it. A niche is a section of the market that is overlooked and therefore under-serviced.

Sometimes a niche has always been present, but not seen. Sometimes a change in people's habits or customs creates a niche. Sometimes a major upheaval, as is happening with Alexander's attack, can create a niche. Be alert and receptive. Opportunities will come to you.

**How will you know?**

Sometimes a niche can be created with new merchandise or a new service, sometimes a new way to deliver them to the marketplace, sometimes with new locations to offer them.

How will you know if you have found a niche business? There are four steps:

*1. Identify the people you wish to sell to, who they are, where they are. Is there a group that is overlooked or not yet recognized?*

*2. Discover their specific needs. Look for needs that are not being filled. What can be easier than to ask them?*

*3. Decide what goods or services would best fill those needs. Add value sufficient for them to want to buy.*

*4. Determine how, when and where to deliver these goods or services. Make it easy for them to buy.*
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If each of these steps can be done, you could have a successful niche business idea.

Remember, look for people in need who have been overlooked. Find a way to help them. Create as much value for them as you can. This will make them want to buy, and help keep the competition away.

Find the right people. Add great value. Be unique in everything you do.

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**The fifth secret of the masters is to add value to everything you do. Everything.**

This was the first lesson my father taught me. To become truly successful, you must create exceptional value, value beyond that seen in the competitive marketplace.

If your value is the same as that of everyone else, your success can be no more than theirs, and may well be less because they were there before you. However, if you create exceptional value, you will bypass the competition and become a leader, rather than a follower. There are many ways to create exceptional value. Here are four of them:

*1. You can create value by improving living standards in things like better health, happier families, safer dwellings, and more work opportunities.*

*2. You can make things more convenient by offering faster service, making life simpler or easier, or by solving problems for people.*

*3. You can create more joy in the world by providing entertainment or stimulation for people on the one hand, and removing or relieving stress and worry on the other.*

*4. You can seek to fill the higher human needs by helping people achieve self-confidence, self-esteem, dignity and love.*

**Walk the extra mile**

Go out of your way to do more for people than they expect. Walk the extra mile. Give some small thing free out of gratitude for their patronage. In a harsh, greedy world, you don't have to do much to stand out from the crowd and enjoy the gratitude of those around you.

And, when you have the opportunity to do something truly worthwhile, as I did in caring for orphans, do it. Do it because it is the right thing to do and it makes you feel good. Do not do it for the reward, but the reward will come.

When people realize that you have done something for them beyond their expectations, that you have given value beyond the price charged, you have created magic just as surely as if you had called in the magicians. People will remember you and want to buy from you again and tell others of the wondrous things you do.

Long will you live in the hearts of the people you serve.

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**The sixth secret of the masters is to offer your Unique Value Promise.**

Success in the marketplace is the lifeblood of business. You may have the best merchandise the world has to offer, but it means nothing if people do not know you have it, where they can buy it, how it will benefit them, and whether they can afford it.

Business *is* marketing. Marketing *is* business. By all means delegate marketing to others, but *always* oversee what they are doing. Your future depends on it.

Your aim in the marketplace should be:

*1. To attract more buyers.*

*2. To have each buy more.*

*3. To have each buyer return again and again.*

*4. To have buyers recommend you to others.*

To do this, you must create value for people, and you must find ways to make people aware of this value. The greater the value, the greater will be your profits. Be unique in the market in everything you do, and let the world know why and how you are unique. This is the essence of market success.

**What is a buyer worth?**

Remember this well: *the value of a buyer is not in what he purchases today, but in what he can purchase over a lifetime, and in what other buyers he can attract to you in that lifetime*.

Treat every buyer as if he is your friend for life. He might well be.

The most important thing is to find your unique way to break through or bypass the confusion of competition in the market. This is what will make people buy what you offer, and buy it now. The benefits you offer must be greater than those offered by competitors.

There are many ways to set yourself apart from the rest. You could do it with size, location, speed, ease, design, beauty, quality, effectiveness or countless others. Search until you find what makes you gasp for breath, because it will make your buyers gasp also.

Will your unique benefit make a difference to people's lives? Perhaps a dramatic difference? Then they will wear a path to your door.

The ancients knew many secrets of success, and perhaps none is greater than this: that success is directly related to whether or not you are unique. You must seek to offer merchandise and service that no-one else is offering.

**Something very special**

When this unique offering is combined with great value for your buyers, then you are able to promise them something very special.

My Circle of Counselors called this our *Unique Value Promise* - value we could promise that no-one else could.

Our business truly soared when we adopted this as our objective and guiding principle. The Unique Value Promise compelled people to seek us out and to buy from us.

How do you find your Unique Value Promise?

You try to find what it is you can do to be unique, and you can do this best by simply asking people in the marketplace. They will tell you what they want, but cannot get.

You do not become rich by doing what everyone else does. The surest and fastest way to wealth is through your Unique Value Promise.

A Unique Value Promise is essential when competition is heavy in the marketplace. It will distinguish you from everyone else. If someone else then starts using the same Unique Value Promise, then it is no longer unique and you must find something new, some value you can add. To stay unique, to stay ahead of the herd, you must continually ask people what they want that they cannot get, and offer it. No, promise it.

Happy is the trader who can maintain a Unique Value Promise, because he will always attract new buyers, who will buy more and bring others to buy. And they will be happy to pay you a premium, because non-one else offers what you offer.

Let it be known that, despite the cries in the marketplace, *people do not usually seek the lowest price*. No, cheapest is not always best, and people know it. What people really seek is *the best value*.

And this completes the circle, because there is no better way of creating a Unique Value Promise than by always searching for better value.

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**The seventh secret of the masters is to make your business replicable, then replicate.**

When you go into business, you should not just set up a business. You must set up a *system* of doing business. This is vital. It means you must understand and set up a system for marketing, for finance, for sales, for employing people, for the law, and for many other procedures that are necessary to make a business successful.

Why? The masters cite many reasons, not least of which is that a system makes a business more likely to succeed.

If you observe carefully, you can sometimes work with or copy from someone who has developed a successful business plan. Money lenders will lend money for such systems, because they are tested in the marketplace and found to work.

If a business owner develops a system of doing business, it will allow his wealth to grow even when he is not there, because he can teach someone else to run the business for him. He can teach them the system.

**Focus on the system**

The objective should be to focus not on the product or service, but on the system of business, of marketing that product or service. Many people offer superior products or services, but the truly rich find a better way of marketing those products or services. They develop a system for doing this.

New ideas and products and services are many, but few are the people who know how to exploit them.

If you simply own a business that you must run yourself, you are self-employed. Being self-employed means that success simply means more hard work. Having a successful business means using the benefits of other people's time. In other words, you work less but earn more.

You have skills and knowledge you wish to bring to your enterprise. Your time is valuable, because no-one else knows what is in your head. Systems allow you to pass on those skills and that knowledge to others through repeatable processes, so that your workers can do what you do at lower cost. This frees you to plan more systems and more success.
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**Be paid by your workers**

Now you are being paid by the workers who have learned your systems, and there can be many such workers once a successful pattern is established. You are also being paid for your ideas and creative thinking.

This is as it should be. Your business runs itself, and you have found freedom.

Systems are the procedures you set up within your business to ensure a predictable, repeatable result. Systems set up in all aspects of your business allow you to work *on* the business, not *in* it. They allow the business to run without you, leaving you time for thinking, for expanding, for leisure and, most important of all, for family.

And systems allow you to multiply success by replicating those systems over and over.

Let it be understood, when people look at your business, two things will determine the quality of the service you offer them:

*1. The efficiency of your systems that give them fast, convenient service.*

*2. The attitude of your workers. Buyers may forgive a poor aptitude, but never a poor attitude.*

Efficiency and attitude must be built into your systems. In this way, even complex things will be made simple and repeatable, and your service will be seen as great. Good systems lower costs and increase efficiency.

Let it be clearly understood: *You should do only those things that only you can do, and you should develop systems and procedures that allow others do everything else*.

Let the rule of the masters be yours: never do anything yourself when you can pay someone to do it at less cost than the money you receive for the work.

**Streams of income**

Spend your time developing systems and you will no longer be selling your time, your business will be giving you streams of income.

Even so, I, Tragoas, found that, with the help of my Circle of Counselors, I had to watch my systems and make changes when needed. I had to adapt to changing conditions. Always be aware of what is happening in the marketplace.

If you do this, you will be aware when a problem arises for the first time, and make the changes necessary to turn it into an opportunity. Thus you will master another of the success secrets of the ancients: *allow obstacles to arise only once*.

The more ways you develop to check and update your systems, the more certain you will be that you will master this secret. It is vital to determine the success factors that are critical to your systems and business, and check them closely and regularly.

I have found that the fastest way to great wealth is to build a replicable business, and then replicate it, over and over. This is the way to multiply success.

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# The Core of Code 10: Business Secrets of the Masters.

**The first secret of the masters is to find a need and fill it. This is the core of that secret:**

1. How do you find a need? Look to your own life. What would make your life better, easier, more enjoyable, less stressful? Ask others. Ask your family, friends, neighbors, people in the marketplace. If you want to know what people need, ask them.

2. Even better, look for people who want something desperately and will buy it at every opportunity. Such people buy quickly and more often, and talk to similar people.

3. Find out what you can offer buyers that they cannot get from your competitors. Find that special benefit you alone can offer, and tell the world of it.

4. Try to fulfil the higher human needs: the need for recognition, for self-confidence and self-esteem, for dignity, for love. If you can serve this higher purpose and be recognized for it, your reputation will soar.

5. If people's basic needs, like food, clothing and shelter, are not met, nothing else matters to them. Desperation is the most powerful of motivators. If basic needs *are* met, people will seek to satisfy higher needs. Can you save people money, time or effort? Can you offer security or comfort? Can you provide status or self-respect? Can you make people happier? How can you improve their lives?

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**The second secret of the masters is to develop your ideals, to love what you do, to follow your destiny, to seek out your purpose. This is the core of that secret:**

1. There are many ways to become rich, but only a limited number come from your special interests, your skills, your values. Choosing business ideas that suit your own personality and character create a more certain path to success.

2. If you follow your dream, you will find your path to success, your path to wealth. Base your dreams on the virtues and values you hold dear, and you will find your unique way to serve mankind and please the Great God. Think of what you love, and you will surely love what you choose to do.

3. Discovering your destiny will not always be easy, but, when you do, you will have discovered your purpose for living.

4. Do you ever feel that you were meant to do something big with your life? Something that will truly make a difference? Be still. Listen to the voice within. You will find your destiny in your own heart, in silence.

5. To be truly successful, you must have a higher purpose when you go into business than accumulating wealth. Money is essential, but it must not be your primary objective.

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**The third secret of the masters is to create a vision for the future and always work towards it. This is the core of that secret:**

1. If you can imagine what your business and your life will be like in years to come, you will also be able to plan the journey to take you there.

2. The better you can hold your visions of the future, the closer you will be to achieving them. The more you bring your visions to mind during your lifetime, the easier it will be to overcome negative thoughts that can ruin plans and ruin lives.

3. Look ahead for obstacles, but do not think of them as problems. Think of them as opportunities, because a problem solved is an opportunity gained.

4. Without a vision for the future, there is no future. Dream. See your vision. Make your plans. Do it.

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**The fourth secret of the masters is to find your own niche in a crowded marketplace. This is the core of that secret:**

1. Look for a niche that will set you apart from all others. Finding a niche, based on your own values, will help you select the right goods or services for a specific group of people you can identify as needing your help.

2. A niche allows you to reach specific people quickly and cheaply. It allows you to bypass competition and achieve higher profits, because you alone can fill these people's needs and they will pay you extra coins for it.

3. A niche will protect your business as long as you continually seek to maintain your advantage over your competitors. Your buyers will come back again and again, and they will tell others of you.

4. Find your niche by going back to the first secret of the masters, find a need and fill it. A niche is a section of the market that is overlooked and therefore under-serviced.

5. A change in habits or customs, or a major upheaval in people's lives can create a niche. Be alert. Opportunities will come.

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**The fifth secret of the masters is to add value to everything you do. This is the core of that secret:**

1. To become truly successful, you must create exceptional value, value beyond that seen in the competitive marketplace. Thus will you become a leader, rather than follower.

2. If you can offer people better health, happier families, safer dwellings, or work opportunities, you are improving their standard of living and thus creating value.

3. If you can offer faster service, or make life simpler or easier, or solve problems for people, you create greater convenience for them, which is highly valued by all.

4. If you can provide entertainment or stimulation, or relieve stress or worry, you are creating more joy in the world. Would you not value a happy heart?

5. If you can help people achieve self-confidence, self-esteem, dignity and love in their lives, you will truly be filling their higher human needs.

6. Do more for people than they expect of you. Offer gifts, big or small, out of gratitude for their patronage. Thus will you stand out from the crowd.

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**The sixth secret of the masters is to offer your Unique Value Promise. This is the core of that secret:**

1. Success in the marketplace is the lifeblood of business. Business is marketing. Marketing is business. Always oversee or control marketing personally. Your future depends on it.

2. Your aim in the marketplace is to attract more buyers, to have each buy more, to have each return again and again, and to have buyers recommend you to others.

3. To do this you must create value, and find ways to make people aware of this value. Be unique in everything you do, and let the world know why and how you are unique. This is the essence of marketing success.

4. The value of a buyer is not in what he purchases today, but in what he can purchase over a lifetime, and in what other buyers he can attract to you.

5. If you can find a unique way to break through or bypass the competition, this will make people buy what you offer, and buy it now. The benefits you offer must be greater than those offered by the competition.

6. When your unique offering is combined with exceptional value, you are able to promise buyers something special. We called this our Unique Value Promise - value we could promise that no-one else could. Our business truly soared with such promises.

7. To stay unique, to stay ahead of the herd, you must continually ask people what they want that they cannot get, and offer it. No, promise it.

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**The seventh secret of the masters is to make your business replicable, then replicate. This is the core of that secret:**

1. Business masters do not set up a business, they set up a system of doing business. They set up a system for every procedure within the business. Because they give each part of the business much thought, the business as a whole is more likely to succeed.

2. If you develop a system of doing business, your wealth can grow even when you are not there, because you can teach others to run the business for you. You can teach them the system.

3. Having a successful business means using the benefits of other people's time. Systems allow you to pass on your knowledge to others through repeatable processes, so that your

workers can do what you do but at a lower cost. This frees you to plan more systems, and more success.

4. Systems allow you to multiply success by replicating those systems over and over. This is leveraging success.

5. You should do only those things only you can do, and you should develop systems and procedures that allow others to do everything else.

6. Watch your systems and make changes when needed. Thus will you be aware when a problem arises for the first time, and make the change necessary to turn it into an opportunity. Allow obstacles to arise only once.

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## Author's Note

I hope you enjoyed *The 7 Business Secrets of the Masters*. But even more, I hope you can put the principles to use and profit from them.

As mentioned in the Foreword, this free eBook is just part of *The Richest Man in Persia*. I wrote all of this to help people to a life of abundance and success with peace of mind. Integrity and peace of mind are essential. I see no advantage in having plenty to live *on*, but nothing to live *for*.

*The Richest Man in Persia* is available in both print and eBook editions. Both versions are available online.

If you'd like to read more or perhaps like to know about my other books as they are published (there are about 20 in the queue), please check out my simple website: http://www.brianmorganbooks.com.

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## How you can help

I rely on feedback from readers to know whether I have succeeded in providing useful information, and in a readable format. I would love to hear from you. Why not drop by my website and leave your thoughts as a comment?

Because my books are not available in bricks and mortar stores, the only way for people to discover them is by word of mouth. If you think the books have value, you could help spread that value to people you know who might benefit from them. You can do that in two ways.

First, you could return to where you found my books and write a comment or review or just a few words that might help others decide whether to buy or download the book - or not. Your comment on my website would also help others who might find their way there.

The other way is to help me spread the word. I'm quite sure you know how to do this better than I do. However, any word on social media, in groups or to your friends would be very much appreciated. People can't just walk into a store and find the books, but you can help them discover them.

I'm hoping your friends would appreciate hearing about this free eBook and *The Richest Man in Persia*. Those who would like a better life, but are not sure where to start, would perhaps enjoy my special little book, called *You Are Already Rich*.

Thank you,

***Brian Morgan***.

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## About the author

Brian Morgan is a former business leader and has won multiple national awards in journalism and editing and as an author. He lives with his wife, Judy, and members of his family on the Central Coast of NSW, Australia, after living most of their lifetime in Sydney.

Brian received a private education through high school and studied business, accounting and other tertiary courses, including applied psychology, media law, computer programming and IT, marketing and creative thinking through technical colleges, correspondence college and specialist colleges. He studied creative writing and journalism through correspondence college. He says he never stops learning.

Since then, he has taught at TAFE colleges, served as a business seminar leader and conducted workshops for and lectured to various business and community groups.

Brian was the founder of a number of businesses and institutions set up for charitable, educational and business purposes. He has had not one, but three successful careers, and has now embarked on a fourth.

He has gained an international reputation as an integrity advocate.

More details are available on his website, but he has chalked up a number of major achievements in national and multi-national companies. As an employee or as a consultant, he has experience in many industries and also event organization and management.

He founded the Australian Institute for the Self-employed to educate and train the self-employed and small business people, and he has written a Small Business Course read by thousands of people around Australia.

He has served as editor, editor-in-chief, manager and publisher on a range of mastheads in Australia, winning numerous state and national awards in the process. His writing has been translated for Chinese, Vietnamese and Japanese audiences. He has published five of his own national magazines, including three business magazines, and has appeared on best-seller lists in the US and UK.

Brian Morgan has given many years of service to his community and to a variety of business and charitable organizations in Australia, but has always declared his family to be his first and foremost interest.
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He has now devoted the later years of his life to helping people through his writing. His attitude can be summed up in his website's mantra: ***Stories to touch lives***.

Visit http://www.brianmorganbooks.com for more detail. More than 20 of Brian's completed books are scheduled for publication over the next few years.

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